



## PRESS RELEASE

### petit h a creation in reverse

Hermès GUM, 3 Red Square, Moscow  
From 4 to 22 March 2020

Combining, adjusting, assembling disparate things, marrying forms and materials that are far from self-evident together, these are the paths taken by petit h since Pascale Mussard founded the workshop in 2010 and, since 2018, under the artistic direction of Godefroy de Virieu. Creation at petit h therefore works in reverse, since the starting point is neither a preconceived idea nor a grand design, but materials for which the other métiers have no further use, and with which artisans, artists and designers improvise while combining them in a thousand and one different ways. The petit h workshop mischievously gives form and meaning to unique, limited edition objects with shapes and uses that proclaim loud and clear the creative detours they have been destined to follow.

For the first time in Moscow, the stage is set for the objects of petit h, exclusive and unique pieces like this 'glorifier', which places a liqueur glass on top of a little iron tower, or this oval mirror adorned in leather and braided fringing, which distorts the reflection of the person gazing into it. Bold and dynamic, the constructivist compositions of the Russian avant-garde now lend their forms and spirit of innovation to the Hermès store in the GUM in Moscow, where the parade of petit h creations is orchestrated.

After Moscow, petit h will fly in October 2020 to the Hermès store in Taiwan.

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the constant search for beautiful materials, the transmission of a savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects. An independent, family owned company, Hermès is dedicated to keeping the essential element of production in France through its 42 workshops and to developing its network of 310 stores in over 44 countries as of 30<sup>th</sup> June 2019. At year-end, the group employed more than 14,700 people worldwide, including more than 9,000 in France.

Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013. Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

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